



RTAO Design Document

Draft – Version 1

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Overview

1.1 Description

The purpose of the project is to allow an applicant open the account real time and start trading immediately in the same Browser session. The buying power of the new customer would however be limited to \$1000 to \$2000.

To fund the account online, the system would gather the applicant's bank information and initiate the cash xfer process.

The system also encapsulates the principaling module which would allow a Principal to accept or reject the account created through this system. Principals can review the application data and then make their decision on the applications online.

Also, a third party WJM software will be used to filter any fraudulent applications. This software will run on a file containing the application data and return the results on the screen.

1.2 Purpose

The purpose of the document is to define and design the Real Time Account Opening process. The requirements for the account opening process as defined in the "Functional Requirements" document version 10 are translated into the technical details in this document.

1.3 Scope

This document goes into the technical details of the "ONLINE ACCOUNT OPENING PROCESS" section (5) of the "Functional Requirements" document. These technical details include the involvement of the each layer of the E*Trade architecture including KIVA, TUXEDO and Databases.

1.4 Target Audience

All E*TRADE visitors or members who wish to apply on-line to become E*TRADE Customers

1.5 References

"Functional Requirements Document" for Real-time Account Opening and Funding.

Customer Initiation Process

2.1 Existing Online Process

The current Account Opening for Online users allows the new prospects to either enter the application online or request an Account Kit by mail which they fill-up and mail it back to E*Trade.

Alternatively, a new prospect can fill-up the application online and have the account # awarded real-time. Then to enable this account for trading purpose, they need to print this application, sign it and send it back to E*Trade along with the initial deposit.

2.2 Problems with Existing Process

However, even if the user fills-up the application online, they still have to wait for a few days before their account can be opened and ready for trade. During all these business days, the customer may lose some good opportunities to trade stocks in the stock market. This delay in account opening and loss of trading opportunities in the stock market loses many new prospects for E*Trade.

2.3 Real Time Account Initiation Process

The new proposed RTAO system is being designed to cater the problems of the time-delay and loss for the new prospects and allow them to open the account real time and start trading stocks in the same browser session.

The new feature will let the applicant fund the account real time from a checking account. The system will let them transfer upto \$2000 from their checking account. Till the funds arrive, E*Trade will give the applicants a buying power of upto \$2000.